



## **Sportex: FIFA 2-Star, Superdome, Coach of the Year, Insured Warranty... Synthetic Turf System Leader Thrives in Booming Industry**

Round Rock, TX, January 03, 2007 --([PR.com](http://PR.com))-- Once limited to only professional and elite collegiate sports programs, synthetic turf's numerous advantages have spurred exponential growth throughout the entire sports industry.

The national trend towards synthetic grass has catapulted Sportex into the forefront as a global leader in the synthetic turf industry. The 17-year-old, technology-focused company with world headquarters in Ontario, U.S. headquarters in Texas and both Sportex University and research and development in Georgia, is currently thriving in a rapidly growing market. Small colleges, high schools and local municipalities are taking advantage of benefits once only utilized by larger profiled clients from the NFL and major universities.

Consumers are flocking toward synthetic turf to save money on maintenance, provide safer playing conditions and allow multipurpose facilities unlimited use, community pride and additional revenue streams through field rental.

“The industry is experiencing exponential growth within scholastic and municipal field installations,” said Sportex President and CEO Mark Nicholls. “Every facet of a program's athletic and extra curricular activities can benefit from a synthetic turf system. The system can be used 24 hours a day, seven days a week.”

During the past four months Sportex, which is partially owned by longtime NFL owner Art Modell, has enjoyed tremendous success. Sportex made international headlines with its state-of-the-art turf installation at Ottawa, Ontario's Frank Clair Stadium, which received the first FIFA RECOMMENDED 2-Star rating in North America, giving it World Cup soccer-hosting capability. It also made national headlines with its role in the restoration efforts in hurricane-ravaged New Orleans with its installation at the Superdome. In fact, since the resurface the Saints are enjoying arguably its best season in the franchise's 40-year existence.

The Saints home-opening win over rival Atlanta in front of ESPN's largest television audience in station history marked the first home game in New Orleans in more than 21 months, and also the arrival of hope for a city still struggling towards recovery.

Sportex has also created national buzz recently with the release of its inaugural coach of the year awards showcasing the nation's top professional, collegiate and high school football coaches sharing the same commitment to quality, performance and integrity as the Sportex brand.

“It's nice when you get an award from your peers, but it is even better when an outside source comes in and recognizes what we are trying to accomplish here,” said University of Houston head coach Art Briles, winner of the Sportex NCAA Division I-A Coach of the Year award. “It is very rewarding to know that people are taking notice.”



“This is such a great honor to receive for not only myself, but also for my entire coaching staff,” added Oaks Christian head coach Bill Redell, Sportexe's National High School Coach of the Year and leader of the Westlake Village squad which finished the season with a USA TODAY No. 6 national ranking.

Other winners include: Sean Payton, New Orleans Saints (NFL); Dave Bennett, Coastal Carolina (NCAA Division I-AA); Bill O'Boyle, Chadron State (NCAA Division II); Frank Miriello, Washington & Lee (NCAA Division III); Dino Kaklis, Bethel College (Tenn.) (NAIA); and Brad Franchione, Blinn College (Junior College).

Perhaps the most compelling example of Sportexe's separation from other turf providers over the past year is the industry-first insured warranty that has positioned the company as the safest surface to purchase - both on and off the field.

Sportexe, which finished tops out of 20 other synthetic turfs in overall performance, quality and safety in an 2002 independent study conducted by the Human Performance Laboratory of the University of Calgary, offers a warranty that specifically allows for reimbursement directly to the client in the event of bankruptcy, and also provides for complete coverage for the entire synthetic turf system field.

The Sportexe insured warranty, which is underwritten by an A.M. Best “Excellent” rated company, is prepaid for eight years and provides 100-percent coverage on a client's investment from completion of installation throughout the warranty period.

“Insured warranties are important,” said Nicholls. “Make sure you check the insurance providers A.M. Best rating, which is determined by insurance providers financial strength and ability to pay claims, and make sure the policy covers the entire turf system, not simply the turf. But perhaps most importantly, make sure you are buying the best synthetic turf system to start with, because not all systems are created equally.”

According to Nicholls, the recent success surrounding the Sportexe brand is no reason to become complacent.

“We are certainly moving in the right direction,” he said. “I am proud of the job we are doing and the benefit that comes with hard work... but now is the time to keep moving forward and to continue to strive for quality, integrity and professionalism... we feel the future is bright for both our industry and for Sportexe.”

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